

FIG. 1

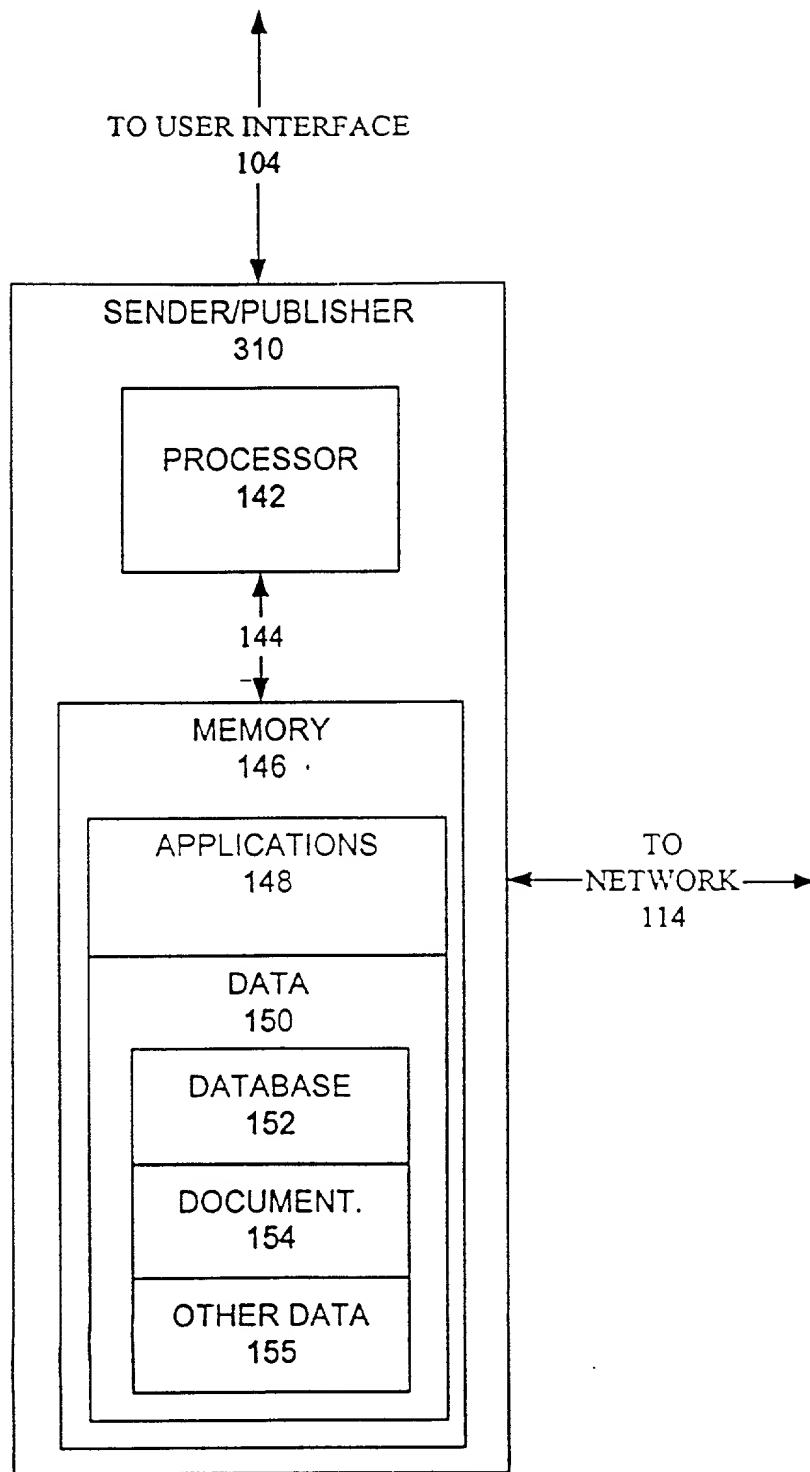


FIG. 2

400 → STORYTELLER ID = ECOUPON5
402 → PRODUCT VIDEO = BOOKRETAILER.COM\PROMO24\ISBN12980.MPG
404 → PRODUCT PICTURE100DPI = BOOKRETAILER.COM\PROMO24\ISBNL2980 100DPI.JPG
406 → PRODUCT PICTURE200DPI = BOOKRETAILER.COM\PROMO24\ISBNL2980 200DPI.JPG
408 → PRODUCT AUDIO ENGLISH = BOOKRETAILER.COM\PROMO24\ISBNL2980 ENG.WAV
410 → PRODUCT AUDIO SPANISH = BOOKRETAILER.COM\PROMO24\ISBNL2980 SPAN.WAV
412 → PRODUCT TEXT ENGLISH = BOOKRETAILER.COM\PROMO24\ISBNL2980 ENG.WAV
414 → PRODUCT TEXT MANDARIN = BOOKRETAILER.COM\PROMO24\ISBNL2980 SPAN.UNI
416 → OFFER TEXT ENGLISH = BOOKRETAILER.COM\PROMO24\ISBNL2980 OFFER ENG.TXT
418 → OFFER TEXT SPANISH = BOOKRETAILER.COM\PROMO24\ISBNL2980 OFFER SPAN.TXT
420 → PRODUCT SKU = 98374822
422 → FULFILLMENT SERVER URL = BOOKRETAILER.COM\PROMO24\ISBNL2980 OFFER SPAN.TXT
424 → FIRSTNAME = DAVE
426 → EMAIL ADDRESS = DAVESAXBY@IHOME.COM
428 → CUSTOMER ID = 29604830
430 → MASTER DATABASE ID = BOOKRETAILER ECOUPON PROMOTION 24

FIG. 3

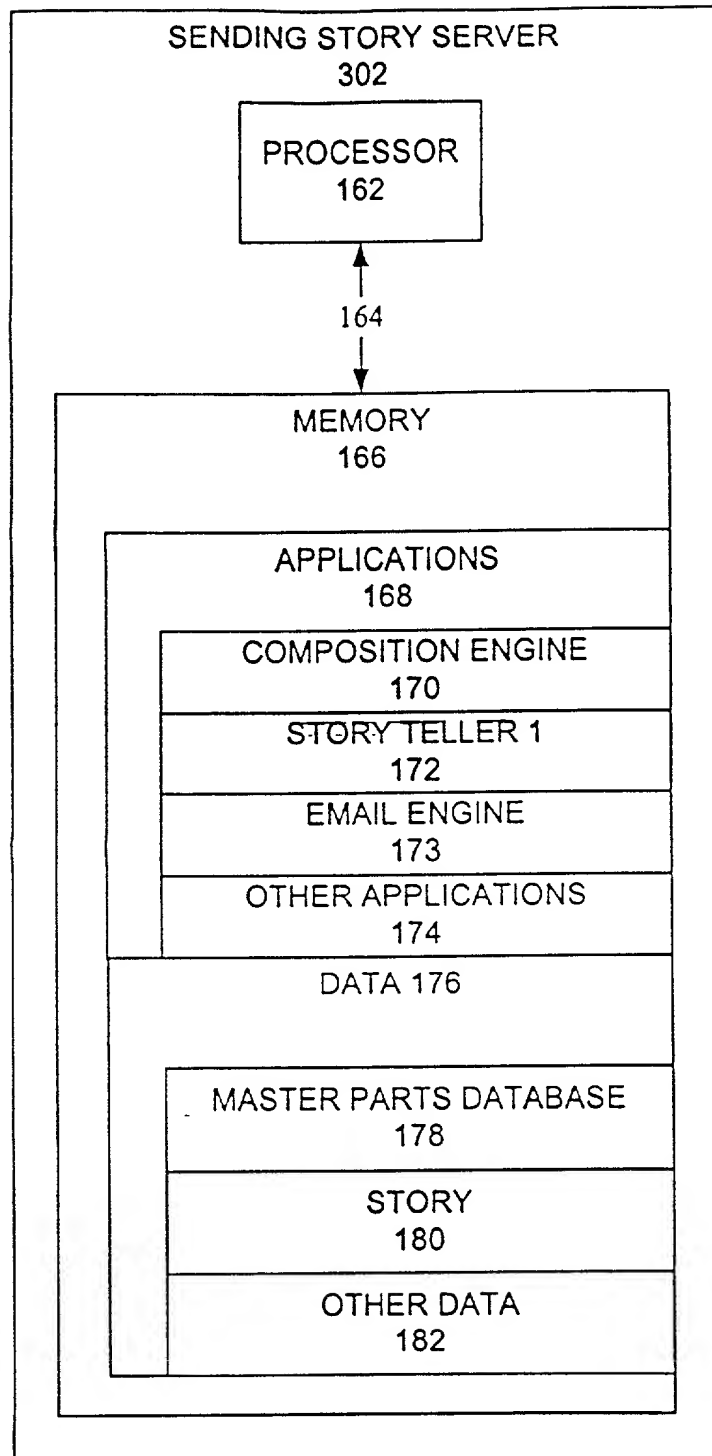


FIG. 4

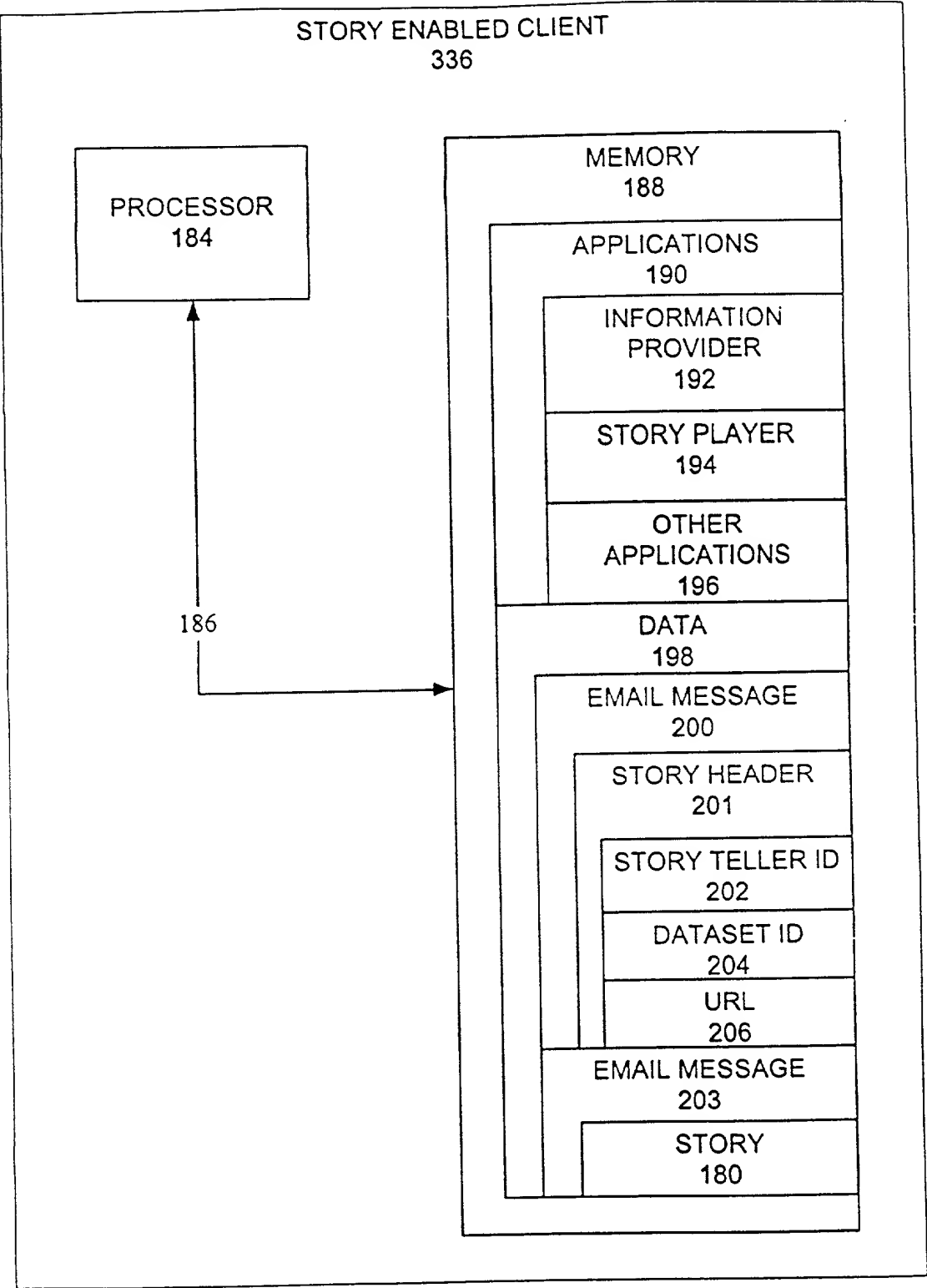


FIG. 5

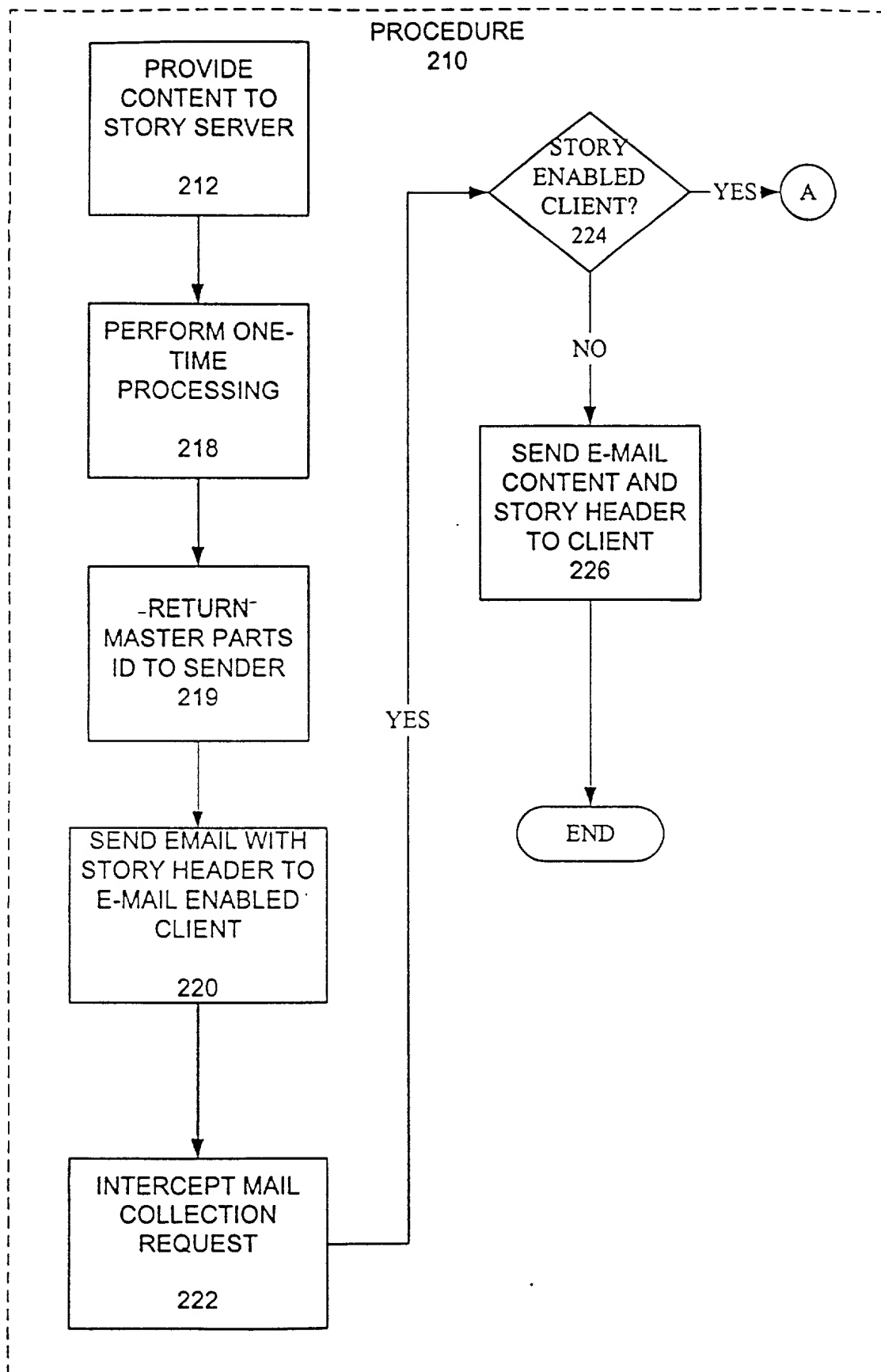


FIG. 6

PROCEDURE
210

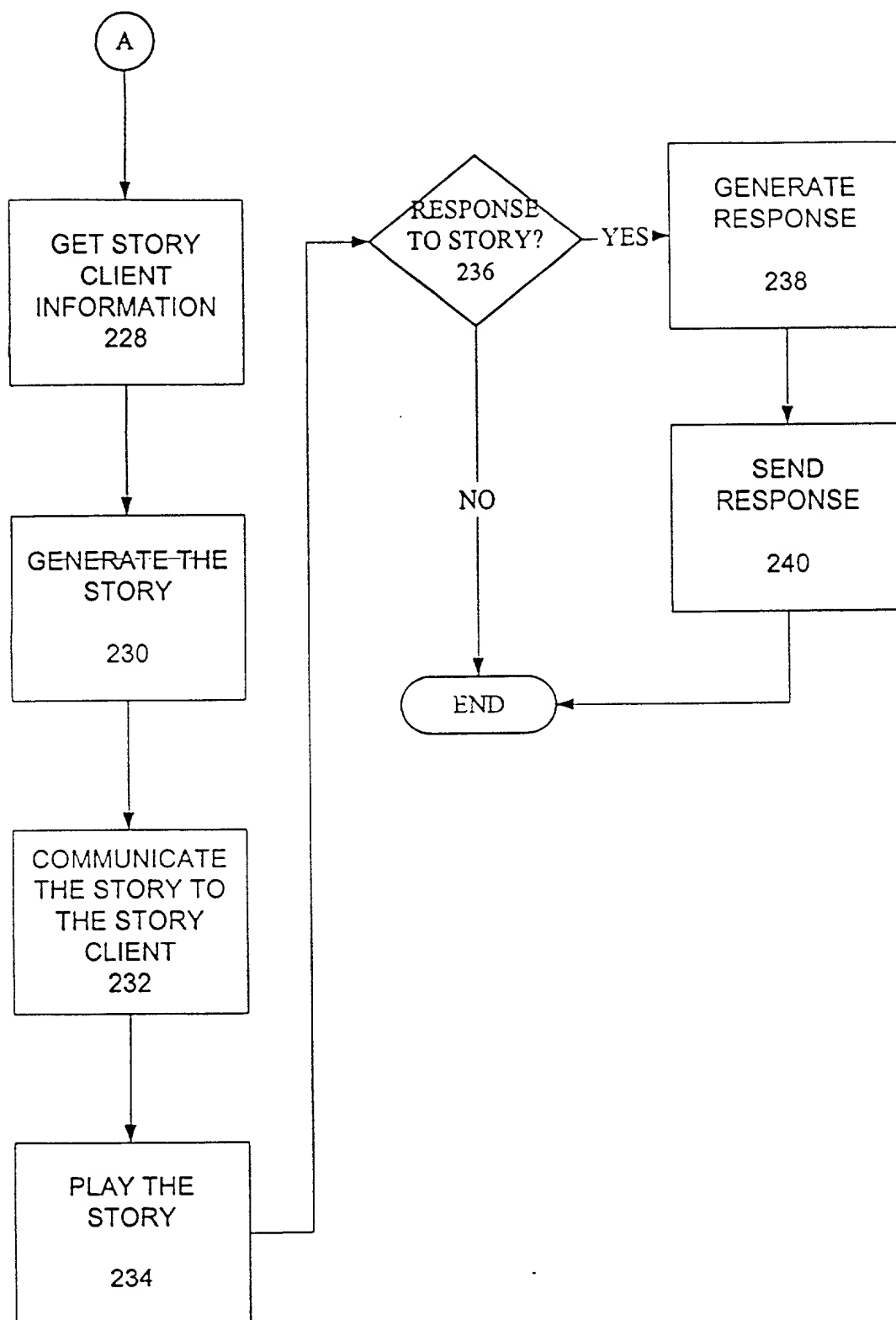


FIG. 7

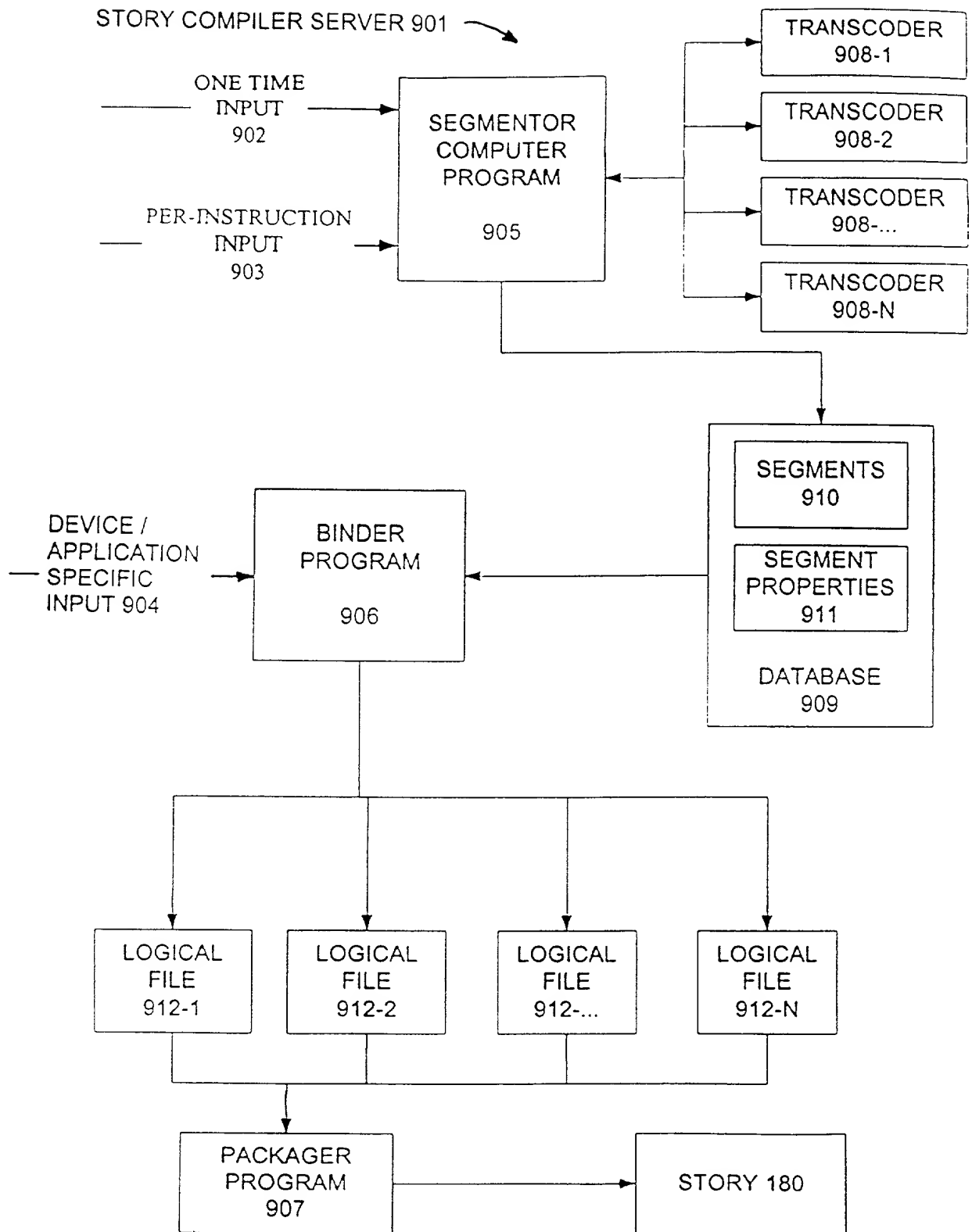


FIG. 8

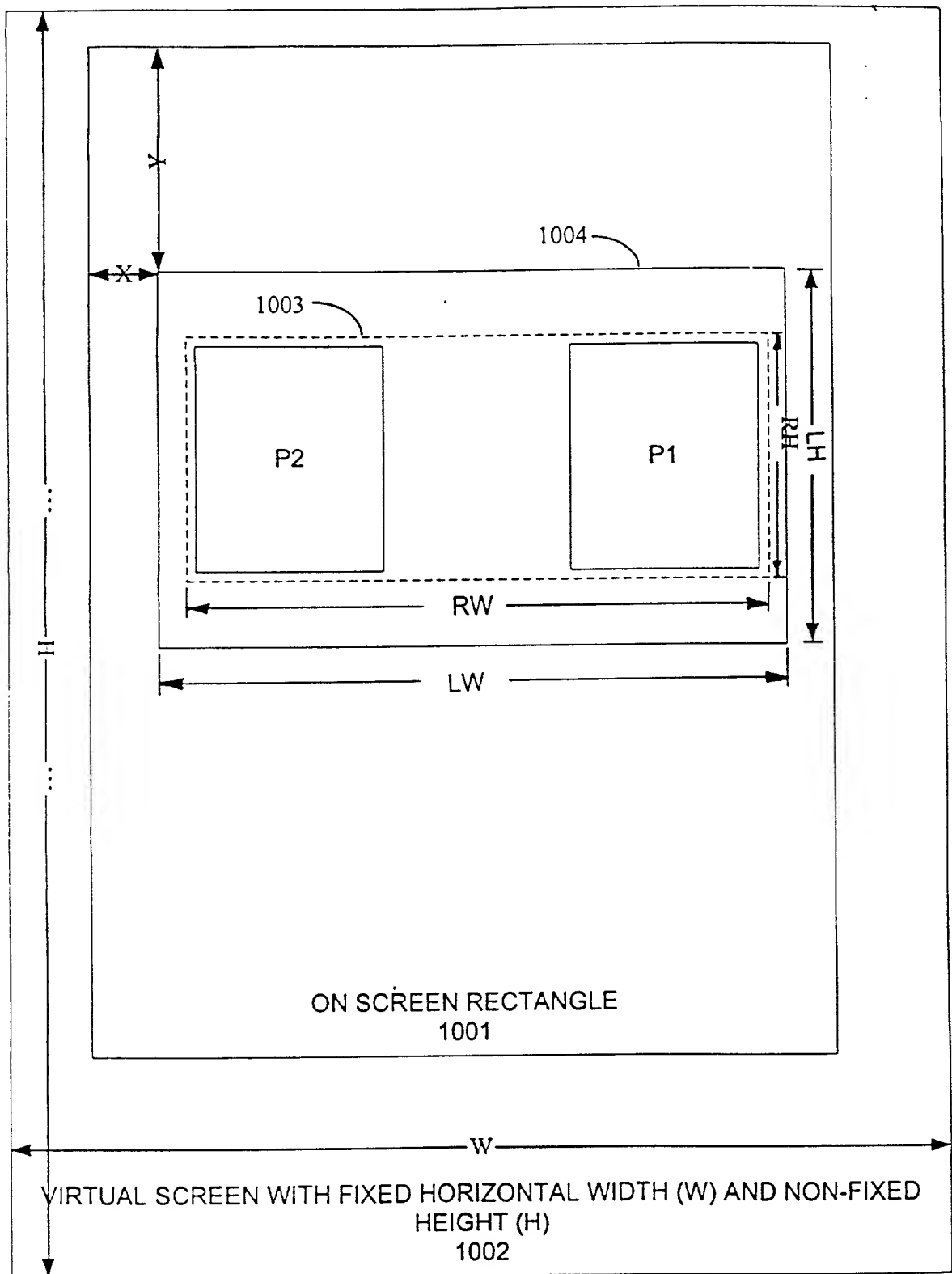


FIG. 9

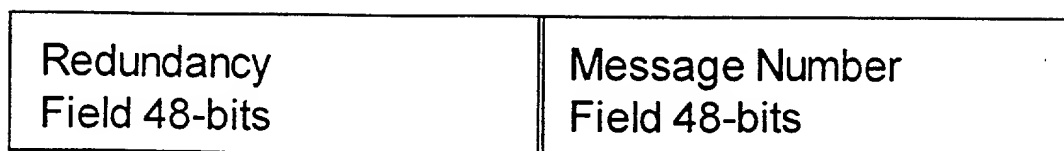


FIG. 10

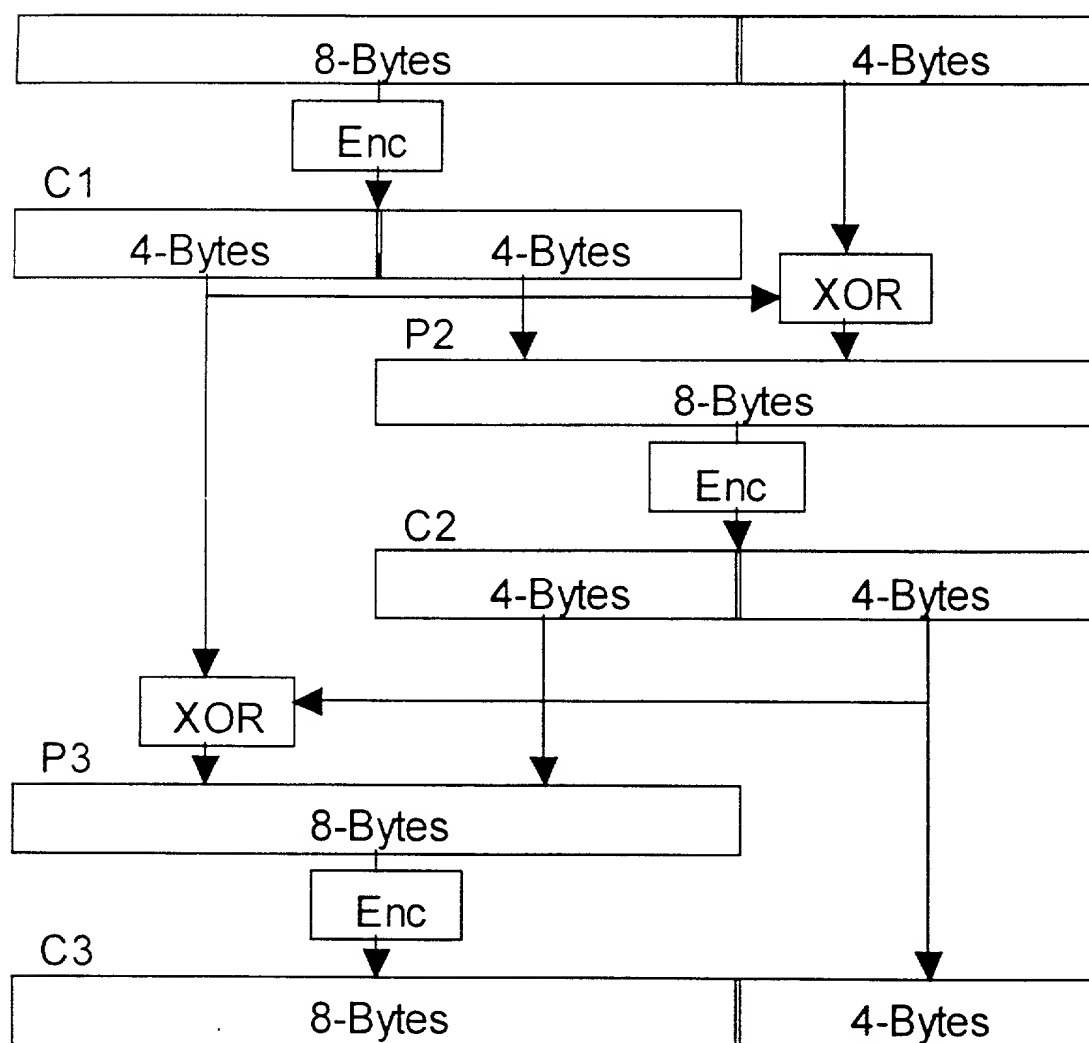


FIG. 11